



**A challenge to  
928 Iowa cities  
99 Iowa counties  
to impact the next 10 years  
of Iowa's future**

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The State of Iowa Complete Count Committee, with Lt. Gov. Adam Gregg as chair and Secretary of State Paul Pate as vice chair, has launched a “Key to the Future” response rate challenge for all of Iowa’s 928 cities and 99 counties to boost their 2020 Census response rates.

The challenge is based on the 2020 Census Response Rate Map, which tracks self-response rates of households at the national, state, and local levels. The map also lists 2010 Census response rates for each state, city and county.

**[2020Census.gov/response-rates](https://2020Census.gov/response-rates)**

The 2020 Census results will impact Iowa for the next 10 years.

**The Key to the Future Response Rate Challenge**

Cities and counties are being challenged to meet these goals:

Category	Population	Challenge
<b>TIER 1 CITIES</b>	< 5000	100% Self Response
<b>TIER 2 CITIES</b>	5000-50,000	2010 Self-Response Rate plus 10%
<b>TIER 3 CITIES</b>	> 50,000	2010 Self-Response Rate plus 10%
<b>COUNTIES</b>	all	2010 Self-Response Rate plus 10%

The first city in each of the three tiers and the first county to reach their goals will be recognized with Key to the Future plaques. Each city and county that reaches its goal will receive recognition in news and social media by the State of Iowa Complete Count Committee.

